

Healthy

Ageing

Beyond expectation

Our region is playing a vital role in shaping the way we live our lives. Our businesses seek and deliver new ways of making and doing things to improve all our futures. But it's our talented workforce, brilliant brains, and world changing innovations that really put us on the map. Creating the perfect conditions for opportunity and business to thrive.



The **buses** and **trains** that keep the world moving



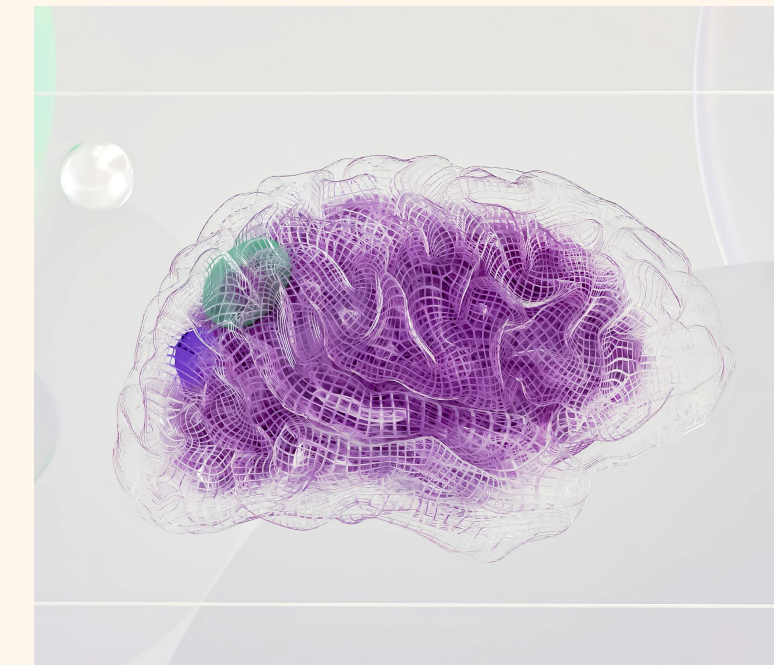
The **food** on your plate



The **special effects** in your favourite TV show



The **technology** in your pocket and your workplace



Your **healthy** future



Even your **tea** break



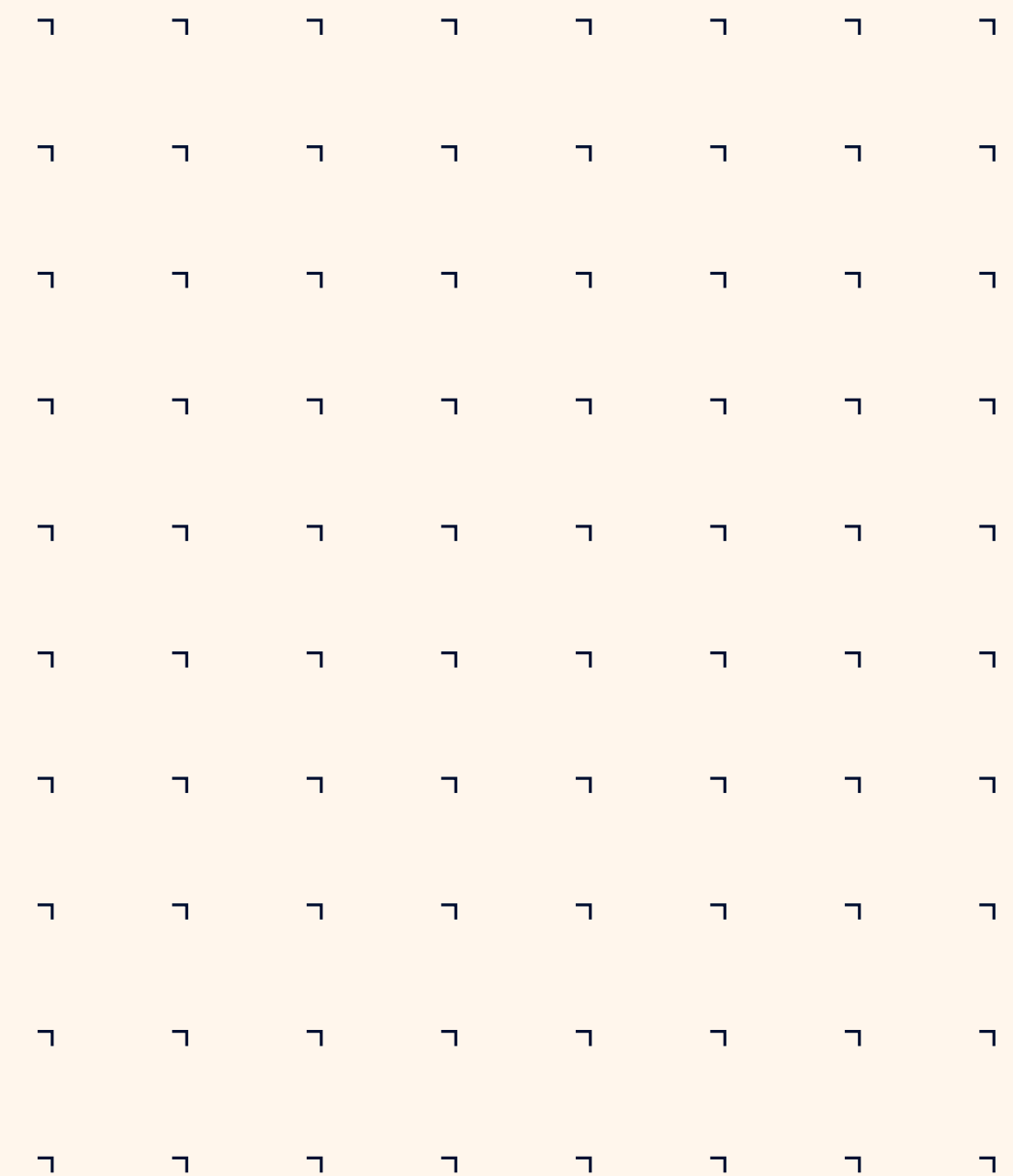
Why York & North Yorkshire?

Because we're good at what we do, and ambitious about what we want to achieve.

We've been the home of innovations in **rail** and **manufacturing** for decades, while leading the way in sustainable food production through our expertise in **agritech** and **industrial biotechnology**.

And thanks to our region's research institutions, universities and businesses there's a real buzz and a clear vision in our emerging sectors like **creative & digital** and **healthy ageing**.

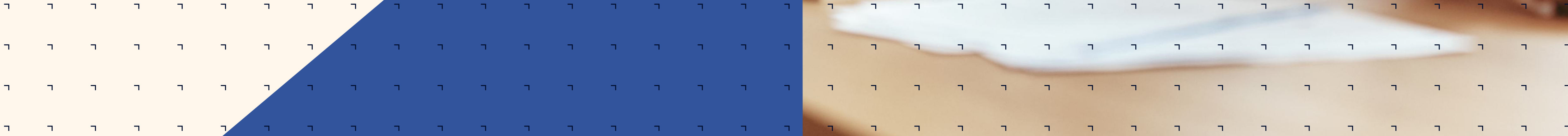
In fact, we're so confident about what York and North Yorkshire is best at, we've identified these particular sectors as somewhere we see massive potential for investment and growth.



We have you covered

Invest in York & North Yorkshire is a partnership dedicated to driving investment into our region and enabling growth for us and you. We're achieving this by welcoming UK and international businesses to our region and making the whole process as easy as possible.

Comprising a support team, concierge service and business experts from York and North Yorkshire Combined Authority, City of York Council and North Yorkshire Council, our service has you covered right from the start.



The solution is here already

Freeports

in neighbouring Teesside and Hull, making importing and exporting hassle-free.

4 airports

within easy access for freight and passenger travel, including Leeds, Tees Valley, Newcastle and Manchester, and just two hours, by train from Heathrow.

499,800

people of working age, plus thousands more within easy reach in neighbouring Teesside, West Yorkshire and Hull.

4 universities

including the Russell Group University of York - ranked 4th in the UK for excellence in bioscience research.

A1, M1, M62

keeping you easily connected to the UK's main road network.

£22.1 billion

is the worth of our economy, and is a major economic driver in the north of England.

40,000

registered businesses in the region.

< 2 hours

from York to London and Manchester, thanks to our direct rail links.

We're already home to internationally recognisable brands & the skilled workforce behind their success



Well-connected to the rest of the UK



- York & North Yorkshire
- Airports
- Motorways
- Freeports
- Rail Links



Achieving global Healthy Ageing

In York and North Yorkshire, the demographic of our population, along with our excellent research facilities and sector expertise, is behind our ambition to be the global lead in Healthy Ageing.

That ambition is driven by necessity. By 2030, the number of people aged 60 and over will rise by 38 per cent. People are living longer and it's essential our longevity is underpinned by good health. What we create right here in York and North Yorkshire, we believe can benefit everyone on the planet.





£650m

was pumped into life sciences by the UK Government in 2023 – aligning its commitment to the sector with ours and highlighting the strategic link between health and economy.

In York and North Yorkshire, we already have the solid foundations on which to elevate the region to the **global go-to for research and innovation in Healthy Ageing**. Now we're inviting you to be part of it.

The foundations of our ambition

01



Our range of exceptional universities, research institutions and biomedical companies means we are unique in our scope for interdisciplinary research.

*Image: University of York and Alex Holland

02



We are already home to a cluster of over 500 care businesses – all dependent on innovation to meet the care needs of an older population.

03



Our facilities and access to the brightest minds in research means York and North Yorkshire is embedded in the health and life science sectors. As well as our own NHS trusts, our region is neighbour to 22 others – all dependent on our innovations.

*Image: University of York and Alex Holland

04



Our varied geography means we're prioritising solutions to urban and rural health challenges, making us a perfect base for developing and testing products and, in-turn, commercialising innovative healthy ageing solutions.

05



We are already home to a range of businesses in the health sciences sector, including major international brands such as health technology company Tunstall, and Labcorp which employs around 1,500 skilled workers in the region.

*Image: Hull York Medical School – Skin Research Centre

Our centres of excellence and expertise

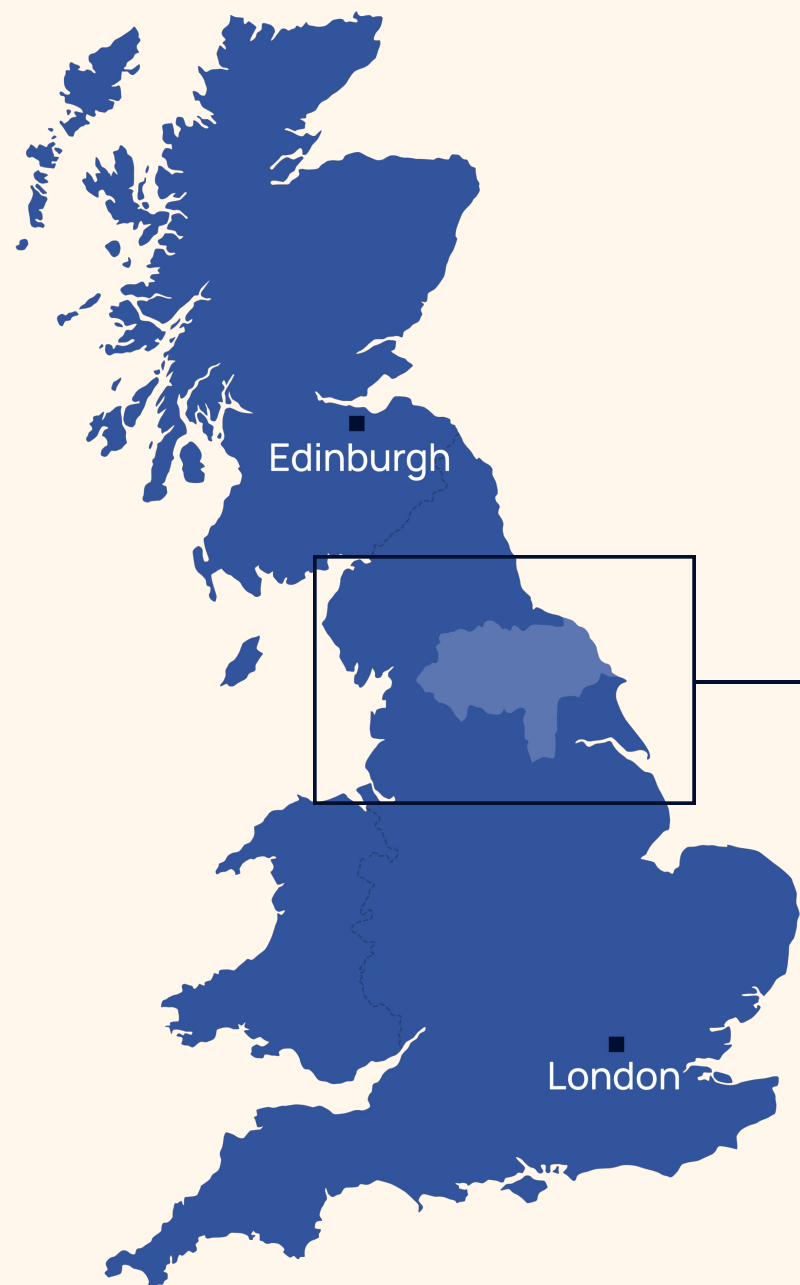
The UK's Life Science Strategy identifies Healthy Ageing as one of four advanced research areas. Meanwhile the NHS Long Term Plan is committed to supporting people as they age.

Here are some of the organisations in our region, **driving innovation in health and care research.**



Our regional assets

NHS We have 22 neighbouring NHS Trusts in the wider Yorkshire region



Spotlight

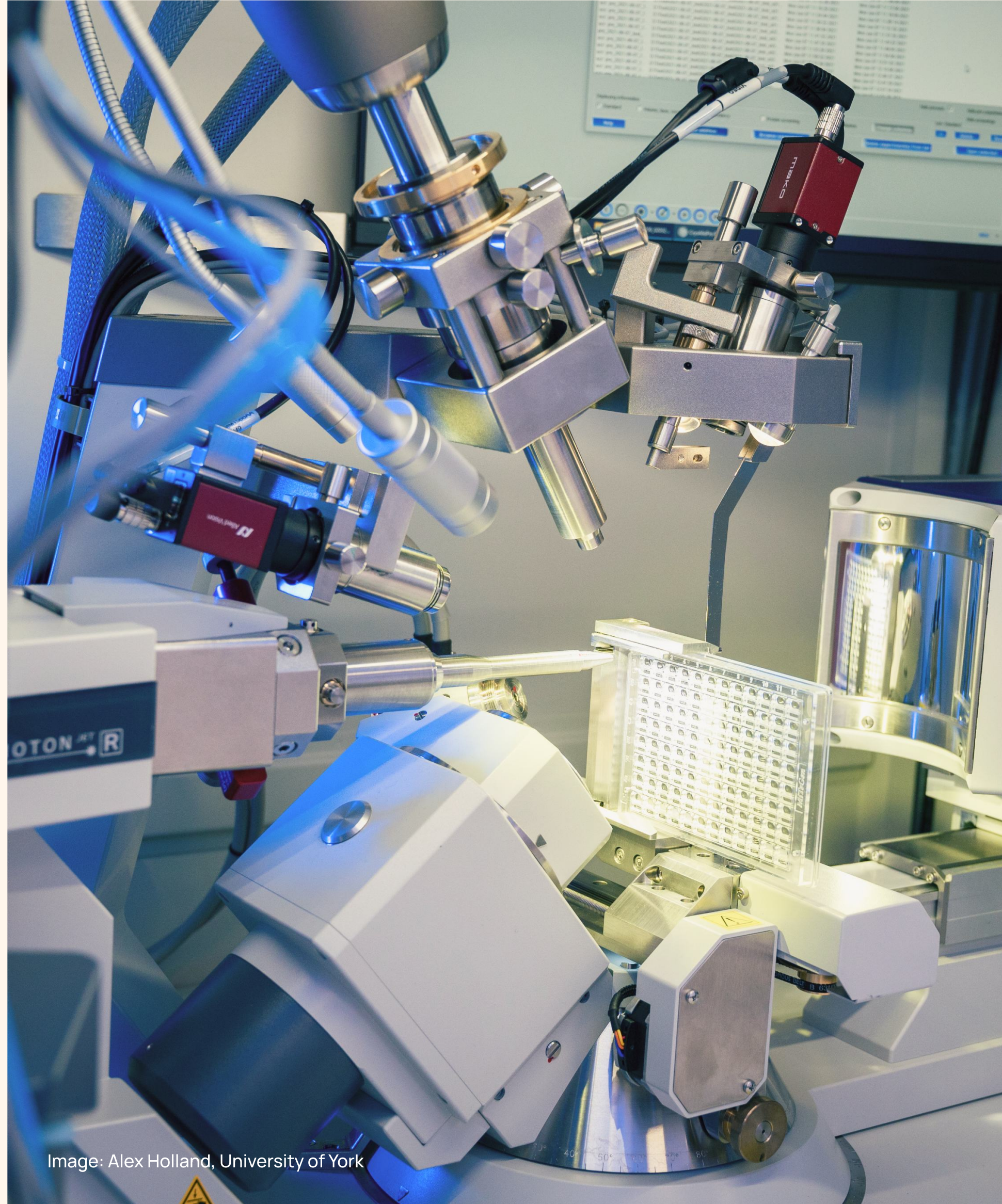


Image: Alex Holland, University of York

Bringing together 100 principal investigators, YBRI is committed to advancing discoveries in biomedical science, while inspiring and training the next generation of researchers.



Based at the **University of York**, YBRI lead research into healthy ageing, through collaboration and scientific excellence. Areas of research include mental health and unravelling the secrets of chronic and infectious diseases using advanced technology and creative thinking.

The collaborative approach to breakthroughs was augmented in 2023 by the launch of two new research centres in York – **The Centre for Blood Research**, and the **Skin Research Centre**, which brings together experts in skin ageing and cancer, immunity, wound healing, infection and skin microbiome.



Spotlight

York Health Economics Consortium (YHEC) has been providing consultancy and research expertise for more than three decades to clients in the UK and abroad.



The organisation has evolved and now comprises more than **60 experts** specialising in **health economics and outcomes research** (HEOR) for the pharmaceutical, health tech, NHS and associated health industries.

From its headquarters in York, the YHEC offers clients expertise across early economic models to inform clinical study design, funding applications and price setting. The team also provides analysis on internal pricing, cost-effectiveness, and elicitation of quality-of-life scores for economic evaluation and regulatory approval.

Spotlight

Part of York St John University, the Institute for Health and Care Improvement is another example of our region's experts working collaboratively to tackle pressing health issues.



YORK ST JOHN UNIVERSITY

**Institute for
Health and Care
Improvement**

Launched in 2023, the institute comprises academics from across the university, who provide evidence and research by working closely with patients, clinicians and industry partners.

The Institute's work is used to inform **key decision makers** across a range of **health and care sectors** such as disease detection and prevention to physical activity, rehabilitation and health promotion.

Talk to us today



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Or click [here](#) to visit the Invest in
York & North Yorkshire [website](#).